



digital dogs
INCORPORATED

**DIGITAL DOGS PARTNERS WITH IMS, INC.
TO HELP REALTY DATATRUST LAUNCH VAULTWARE**
Partnership Helps Launch New Apartment Leasing Technology

SCOTTSDALE, AZ. October 17, 2004 - Digital Dogs, a Scottsdale-based Internet technology company, today announced the launch of its new client Web site for Realty DataTrust at www.vaultware.com.

Realty DataTrust is a shared client with Digital Dogs partner, IMS, Inc., a Scottsdale-based communications company that helps organizations discover, package, and promote their true identity and key consumer values with unique imagery and messaging.

Realty DataTrust's main product is VaultWare — a solution that can make the same apartment-specific availability, rents, amenities, and specials accessible from multiple Web sites. Similar to an online airline or hotel reservation technology that allows visitors to see availability specific to their needs (i.e. window seat or non-smoking room), VaultWare serves as a central reservation system for the apartment industry.

VaultWare has been adopted by many of the nation's leading property management companies as a solution for providing value to prospects, and as a way to increase the effectiveness of their online advertising and marketing. Additionally, Realty DataTrust has secured partnerships with the leading property management software companies and resident screening companies, and enjoys relationships with the most popular Internet Listing Services.

About Digital Dogs, Inc.

Digital Dogs is an Arizona corporation providing personalized line-of-business solutions delivered over the Internet. Founded in 1998, Digital Dogs offers Web development, graphic design, Internet marketing, and custom programming services to companies of all sizes nationwide. Clients include Avnet, Centeon

Corporation, Facility GIS, Hard Dollar Corporation, Tadiran Telecom, and Trial Vision. For more information, please visit www.digitaldogs.com.

About IMS, Inc.

Founded in 1994, IMS is a communications company that helps organizations discover, package and promote their true identities and key consumer values with an image, message and soul that is unique to each client. By striving to discover the heart and soul™ of the organization, IMS helps companies discover their core foundations, reveal their true identities and then communicate that with people, including customers, prospects, employees, vendors, and the press. More information can be found at www.imsbreakthrough.com.

About Realty DataTrust Corporation

Realty DataTrust Corporation, located in Scottsdale, Arizona, is an online leasing innovator. In 2002, Realty DataTrust developed and launched the central reservation system for the apartment industry called VaultWare™. The patent-pending technology and marketing solution facilitates online leasing by publishing real-time apartment availability, specials, amenities, and rents on any Web site, enabling prospects to pre-screen online instantly, reserving and managing online inventory and aiding in online rental application completion. To see how VaultWare works, visit www.vaultware.com.

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